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See and be seen

Tips for parents on how to keep kids safe on the street

Hopping on the bus, walking home with friends, or even riding a bike to school for the first time - there are so many milestones that children experience throughout their first few years of school, and many of these experiences involve learning how to use neighbourhood streets.

This fall, Alliance Tire Professionals and the Canada Safety Council are encouraging kids to "see and be seen" through an innovative program running in conjunction with National School Safety Week™ in October. K.O.P. - Kids On Patrol - promotes the importance of road safety to young children through resources provided to schools across the country.

October is a key month for school safety," says Emile Therien, president, Canada Safety Council. "Increased hours of darkness combine with the excitement around Halloween to make pedestrian safety a major issue for kids at this time of year."

As part of the "see and be seen" theme, children across Canada are being encouraged to visit their local Alliance Tire Professionals dealership this Halloween for a free, retro-reflective armband that can be worn while trick-or-treating.

Halloween may be one of the first times that children must learn to negotiate roads, sidewalks, and other pedestrians at night," says Therien. "Parents are encouraged to put make-up on their children instead of masks, and to outfit them in brightly coloured, reflective clothing - it's the best way to ensure that kids can see and be seen."

Alliance Tire Professionals and the Canada Safety Council encourage parents to have an open dialogue with their children about the importance of road safety. Here are a few tips to keep in mind as the kids hit the streets:

- Teach little ones the definition of "medians," "intersections" and "pedestrians." It will help them to understand the world of traffic around them.

- Ensure children know the different traffic signals and when it is safe for them to cross. For example, at a traffic light, make sure they look both ways to make sure all cars have stopped before crossing.

- Kids are naturally fascinated with emergency vehicles. Teach them how the lights and sounds are meant to warn drivers and pedestrians, and not to cross the street if a police car, ambulance or fire truck is approaching.

- School buses also have red flashing lights. Let kids see how drivers must stop when school bus lights flash, and show them when it is safe for them to get on and off the bus. Always accompany young children to the bus stop, and don't let older kids arrive at the stop too early - they may be tempted to wander.

- Remember: the best teacher is your own good example! Obey all traffic signals, and don't jaywalk.

Visit www.alliance-tires.com, www.safety-council.org or an Alliance Tire Professionals Dealer near you for more information on National School Safety Week and the Kids on Patrol program.

-News Canada

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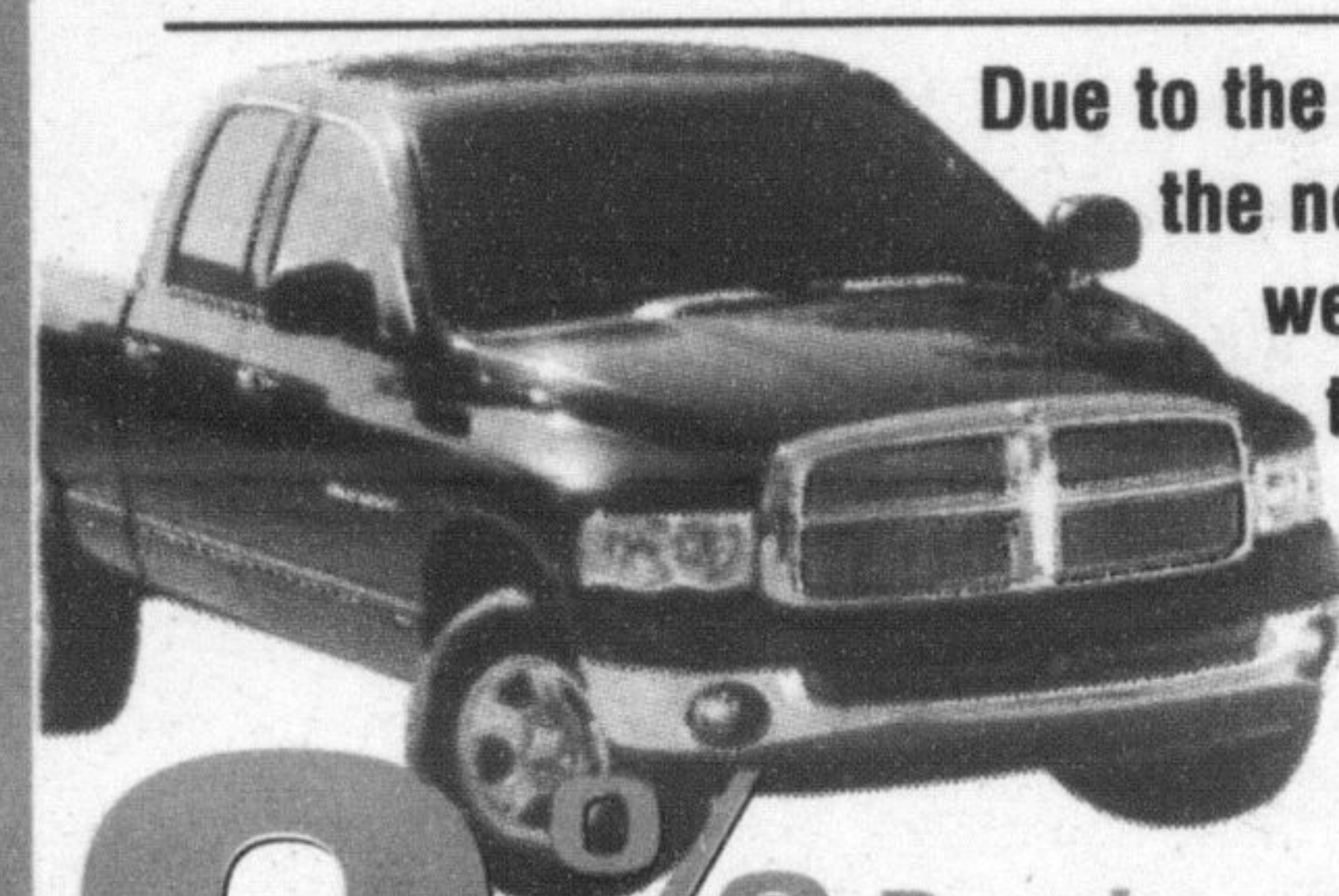
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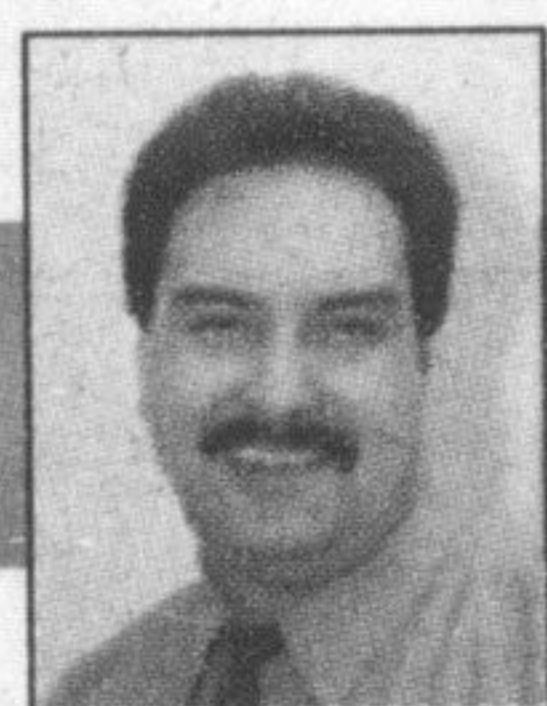
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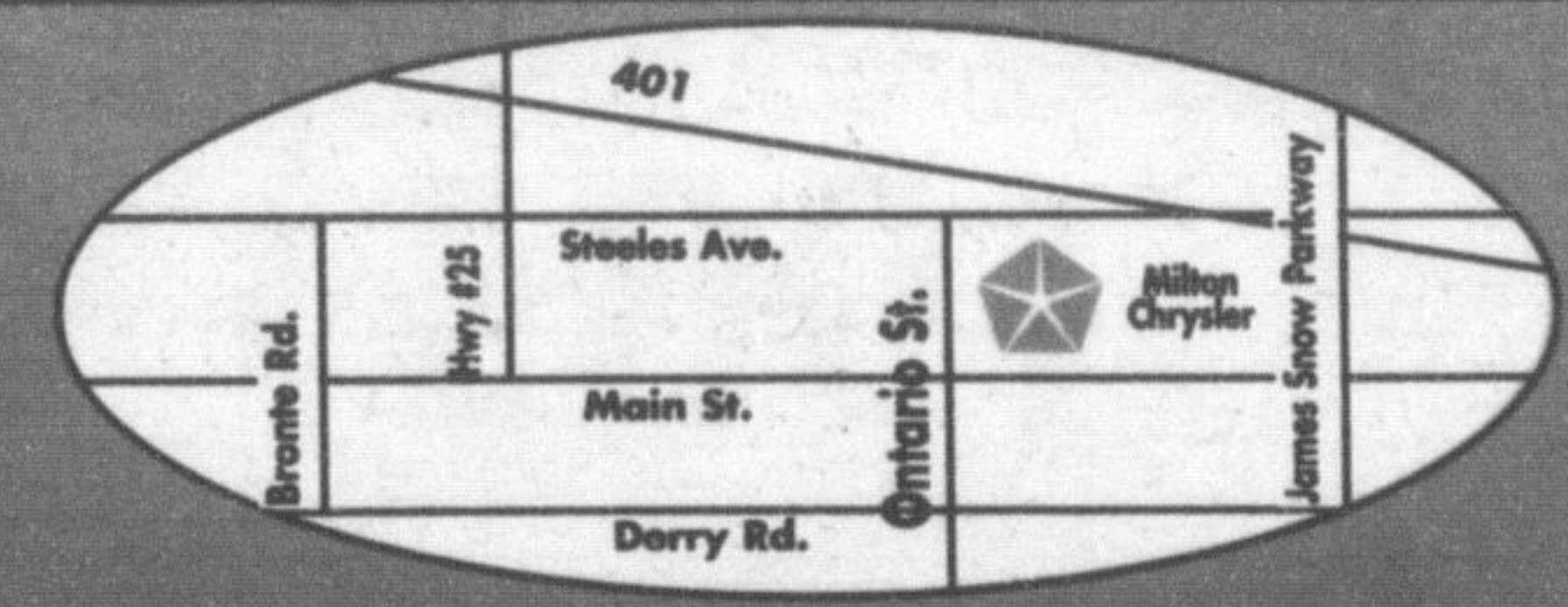


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